

The Digital Channels

Marketing

Owned, earned and paid, and what each is good for.

Channel type and characteristics.

Type	Examples	Trade-off
Owned	Site, email list, app	Full control, slow to build
Earned	Search results, press, word of mouth	Credible, not controllable
Paid	Search ads, social ads, display	Instant, stops when you stop

Paid buys attention now; owned accumulates an asset. A business with only paid reach has rented its entire customer base.